

6 July 2009

Dear Levy Payer

Elections to the Board of Coventry Best for Business (CB4B)

I am writing to inform you that the process regarding elections to the board of directors of CB4B, the city-wide Business Improvement District (BID), has commenced and as the first stage of the process we are now inviting director nominations from BID levy payers to the board. Since the BID became operational in October 2007 an interim board drawn from levy-payers has been in place, but the present board believes it is now appropriate to elect levy-payer representatives to the board.

In order to ensure full transparency and independence relating to the election process, Electoral Reform Services (ERS) will manage this work on our behalf. All communications and correspondence, including this letter, are being sent directly to levy payers by ERS. The distribution of all documents will be based on the latest business rates data base provided by Coventry City Council to ERS.

On the advice of ERS we have decided to adopt a procedure of using a single transferable voting (STV) system to ensure that as far as possible the successful candidates match with the categories of board membership, reflecting the size and types of businesses in the BID and their geographical location. Assuming sufficient nominations are received, counting rules will be applied to ensure that there will be at least one director from each of the 12 board membership categories listed on the nomination form on the CB4B Board.

Rather than having separate elections for each category of levy payer, all candidates will be listed on the same voting paper and voters will be asked to rank these candidates in order of preference. There will be a brief explanation of the STV system on the reverse side of the voting paper. If you would like a full explanation of how the single transferable vote will work, please visit the Electoral Reform Society web site <http://www.electoral-reform.org.uk/article.php?id=5>

Attached to this letter is a nomination form that we would ask interested candidates to complete and return to ERS. Each candidate, who must be a levy-payer or in the employment of a levy-paying business, will be asked to provide a 100 word personal statement as to why they wish to serve as a director and what relevant experience and skills that they would bring to the position. In submitting an application, each candidate will be required to seek the support of two BID levy payers and this information must be added to the form. As there are 12 positions to fill, candidates must indicate on the nomination form which categories of board membership they are eligible for. The categories of membership are shown on the nomination form.

The closing date for completed forms to be returned to ERS is Monday, 27 July 2009 at 2.00 pm. ERS will acknowledge receipt of each nomination and verify that they are eligible for election.

At the end of the nomination period, ERS will determine if an election is required (i.e. more than 12 nominations are returned) and ERS will then proceed to organise a postal/internet election (the second stage process). Voting papers and candidates statements will be issued by post to all levy payers on Monday, 10 August. The voting papers will have a unique set of security codes allowing access to the on-line voting paper should the voter wish to vote on-line rather than by return post. The deadline for voting is Tuesday, 1 September at 2.00 pm. The results of the elections process will be announced by ERS three working days after the voting closes – Friday, 4 September 2009.

Should you have any questions about the nomination or election arrangements please contact Ruth Dunlop at ERS on 020 8365 8909 or ruth.dunlop@electoralreform.co.uk.

Yours faithfully

Stephen Welch
Chief Executive
Coventry Best for Business